DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

D. Y. PATIL COLLEGE OF ENGINEERING AND TECHNOLOGY

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**SOCIAL MEDIA ANALYTICS**



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**OUTLINE OF PROJECT:**

Social media sites, like Facebook, Twitter, hike etc. are in boom since last two decades. As it can be easily seen everyone today is engaged in social media, interacting with their friends and family. In the last decade social media has broadened its scope encompassing giant businesses in it. Gradually the need for efficient use of this platform has become a need of the time. New technologies and algorithms have emerged for the same in the recent years. Almost every social media site now provides APIs for analyzing their data. But these API's provide only a limited access to the data due to which it is not possible to complete analysis of users' interest.

"SOCIAL MEDIA ANALYTICS" presents an application for social media integration, development, analysis and prediction. In order to test this framework, this project focuses on the specific problem of predicting the user's interest through own social media site as well as other available sites. This system integrates unstructured data from Twitter and Facebook into organized format obtain insights. Temporal trends and sentiments are extracted and visualized into own social media site using LDA.